



20  
18

DAYS OF '47 COWBOY GAMES & RODEO

# AT A GLANCE

**2018 TICKETS ISSUED**

**32,917**

**FREE**

**YOUNG LIVING FARMS  
FRONTIER FUN ZONE**

OVER 30 FOOD & SPECIALTY EXHIBITORS  
FREE MECHANICAL BULL RIDES  
PETTING ZOO AND HISTORICAL ENCAMPMENTS  
CARNIVAL  
PONY RIDES AND YOUNG GUNS ARENA

**NEW IN  
2018**

HANDCART RACE COMPETITIONS  
LIVE JOUSTING  
NUESTRA FIESTA FEATURING:  
EZEKIEL PENA



**OVERALL  
MEDIA VALUE:**

**\$508,300**



**OVERALL BRAND EXPOSURE  
ESTIMATED VALUE:**

**\$1,308,300**



**OVERALL  
BROADCAST  
VALUE: \$800,000**

**ESTIMATED  
VIEWERS OVER ALL  
PLATFORMS**

**1,859,000**

**CBS SPORTS**

**CBS**

**RIDE**  
TV UNRIDDED

**RIDEPASS**



**\$1,000,000  
PRIZE MONEY**

**& GOLD, SILVER,  
BRONZE MEDALS**

**AWARDED TO RODEO COMPETITORS IN 8 DISCIPLINES**







DAYS OF '47 COWBOY GAMES & RODEO



# NATIONAL BROADCAST ROUNDUP

28.5

HOURS OF  
PROGRAMMING

16

TOTAL  
BROADCASTS

1,859,000

TOTAL  
EST. VIEWERS

\$800,000

BROADCAST  
VALUE

NETWORK – OVER THE AIR  
1 HOUR AIRED ON CBS NATIONALLY JULY 29 AT 1 PM EST.



.5 RTG (632,000 VIEWERS)

SLIGHTLY LESS THAN CALGARY STAMPEDE

PBR PROMOTED THE BROADCAST PLATFORMS AND OUR  
EVENT FOR THREE MONTHS PRIOR TO THE EVENT



EARNED MEDIA VALUE OF \$300,000

30 SECOND CUSTOM COMMERCIALS AIRING  
IN PBR OTA AND CABLE BROADCASTS

5.1 MILLION IMPRESSIONS

42 SPOTS

5 SPOTS

## VIEWERSHIP GAINS

OVER CALGARY IN THE FOLLOWING KEY  
SALES DEMOS:

+4% P18-49 (128K VS. 123K)



+28% P25-54 (203K VS. 159K)



+8% M18-49 (69K VS. 64K)



+53% M25-54 (118K VS. 75 K)







DAYS OF '47 COWBOY GAMES & RODEO



# NATIONAL BROADCAST ROUNDUP

## BROADCAST VALUE



\$500,000



\$190,000



\$60,000



**RIDEPASS** \$50,000







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# DIGITAL MEDIA



## OBJECTIVES

CHANGING THE SOCIAL LANDSCAPE FOR THE RODEO

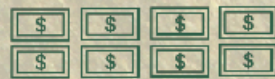
EXPANDING AND STRENGTHENING RELATIONSHIPS WITH OUR SOCIAL AUDIENCE

### AVERAGE COST PER THOUSAND IMPRESSIONS

2017:  
\$12.11



2018:  
\$6.00



### NUMBER OF IMPRESSIONS

2017:  
4,373,935



2018:  
7,280,000



## 2018 HIGHLIGHTS

### NEW FOLLOWERS



3,632



INCREASE



1,770



INCREASE



105



INCREASE



77,360  
CLICKS



10.32%

GOOGLE ADS  
CLICK THROUGH  
RATE.





DAYS OF '47 COWBOY GAMES & RODEO

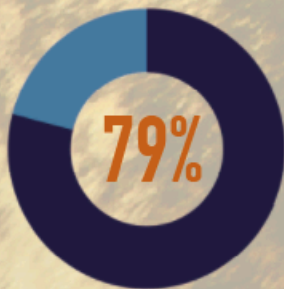
# SOCIAL MEDIA RECAP



## CAMPAIGN BUDGET

• JANUARY •	• FEBRUARY •	• MARCH •	• APRIL •
\$6,500	\$2,500	\$2,500	\$2,500
• MAY •	• JUNE •	• JULY •	
\$5,000	\$15,000	\$15,000	

RESPONSE RATE



4 HOURS  
RESPONSE TIME



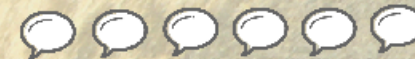
REACTIONS



23,422



COMMENTS



831



SHARES



1,590

5,940,000  
IMPRESSIONS





DAYS OF '47 COWBOY GAMES & RODEO



# ECONOMIC IMPACT



THE DAYS OF '47 COWBOY GAMES AND RODEO HAS ENLISTED A THIRD PARTY RESEARCH FIRM FOR THE LAST TWO YEARS. THE COMPANY CHOSEN IS SPORTSIMPACTS WITH OVER 80 MARKET RESEARCH STUDIES TO DATE INCLUDING THREE NFL SUPER BOWLS, FINAL FOUR EVENTS, AND THE RYDERS CUP.

THE GOAL IS TO DOCUMENT THE ECONOMIC IMPACT OF THIS EVENT ON BOTH THE LOCAL AREA AS WELL AS THE STATE OF UTAH. OUR EVENT WILL CONTINUE TO UTILIZE THIS DATA TO BECOME ONE OF THE LARGEST REGULAR SEASON DESTINATION RODEOS IN THE NATION.

*"Sportsimpacts understands how to obtain information, assimilate the data into meaningful results, and then communicate those results in a straight-forward fashion. Our members have found their research both highly useful and highly actionable."*

-D Schumacher  
President, National Association of Sports Commissions

## SPORTSIMPACTS

- \* Conducting Economic Impact Study for Super Bowl 50 (2016) \*
- \* Only Firm in North America to conduct 3 Super Bowl studies since 2006 \*
- \* Performed Economic Damage Calculations in Sports Agent Lawsuit (2016) \*





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# TOTAL SPENDING IMPACT



2017: 4.46 M



2018: 4.93 M



INCREASE OF  
10.5%







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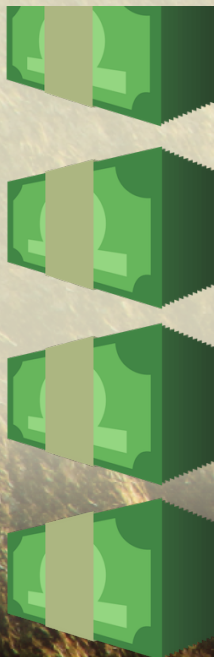


# IMPACT SUMMARIES

## ECONOMIC IMPACT

2017:  
3.44 M

2018:  
3.94 M

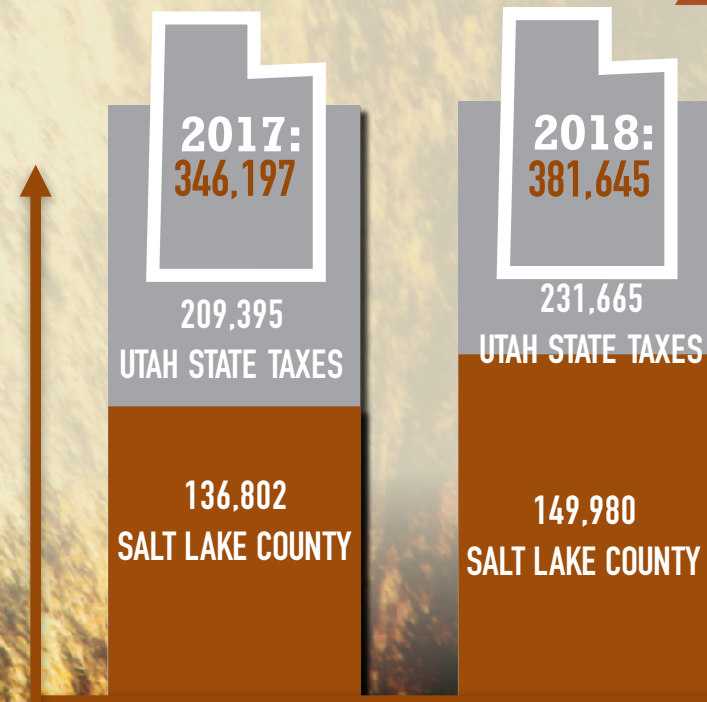


INCREASE OF  
14.4%



## FISCAL IMPACT

INCREASE OF  
10.23%





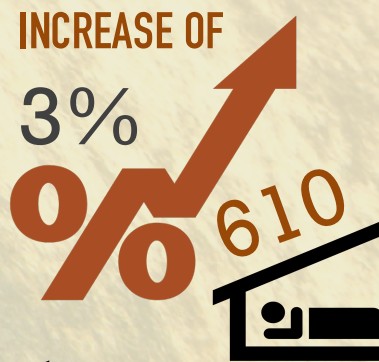


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# UTAH LODGING



PERCENTAGE  
REQUIRING  
LODGING

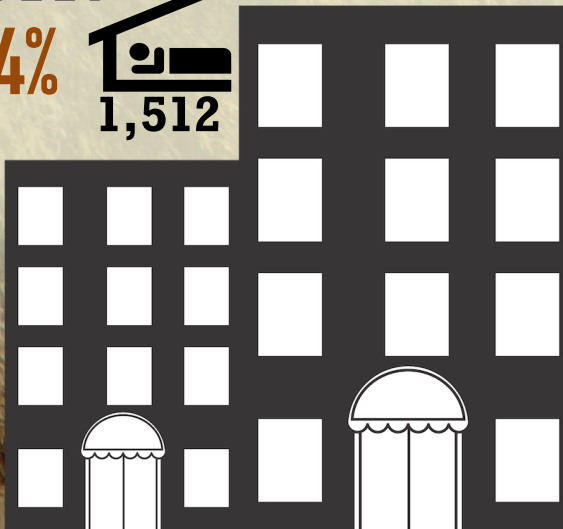


2018:  
7%

2,122

2017:  
4%

1,512



**\$208,707**

DIRECT HOTEL LODGING CONTRIBUTION





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# ECONOMIC IMPACT THE TARGET

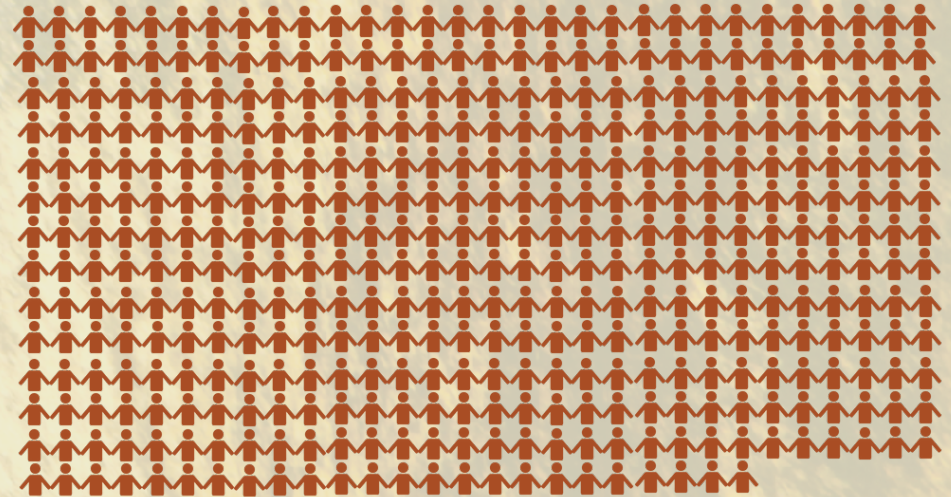


**THE CALGARY STAMPEDE**  
A DESTINATION RODEO



**1.27 M ATTENDEES**

**342,900**  
FROM OUT OF  
THE AREA



**114,000**  
FROM OUT OF  
THE PROVINCE



**50,800**  
FROM U.S.



**63,500**  
FROM OTHER  
COUNTRIES







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# COMPLIMENTARY ADDITIONAL PROMOTION



- FULL WALL DISPLAY AT 2018 **NATIONAL FINALS RODEO** RODEO WAY EXHIBIT HALL, INCLUDING DISTRIBUTION OF UOT GIVEAWAYS
- SIGNAGE, MENTIONS, COMMERCIAL EXPOSURE AT 2018 **LEWIS FIELD BULLS & BRONCS** TO BE HELD FEBRUARY 2, 2019 AT THE MAVERIK CENTER.
- SIGNAGE, MENTIONS, COMMERCIAL EXPOSURE AT 2018 **UTAH TIMED EVENT WORLD CHAMPIONSHIP** TENTATIVELY SCHEDULED FOR MAY 4-6, 2019, HEBER CITY UTAH.
- SIGNAGE & MENTIONS AT 2019 **JUNIOR AMERICAN QUALIFIER** TO BE HELD JULY 22-24, 2019 AT SOUTH JORDAN EQUESTRIAN PARK.





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# PACKAGE VALUE OVERVIEW

**MEDIA  
VALUE:**

**\$545,895**

**PACKAGE  
COST:**

**\$150,000**



**GAIN:**

**\$395,895**



**ROI:**

**2.6393**

